

SHOW ME EXPRESS

State Library Newsletter

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Message from the State Librarian

Robin Westphal, State Librarian



The theme for National Library Week (April 4–10) this year is, "Welcome to Your Library." According to ALA's information on promoting the week, this theme is to "promote the idea that libraries extend far beyond the four walls of the building and that everyone is welcome

to use their services." To me this doesn't seem like a very imaginative theme, but alas, I am not a marketer nor a member of the committee within ALA that makes these decisions.

I am going to take the opportunity though, to celebrate your state library staff and publicly thank them for having that "Welcome to Your Library" spirit these last 12 months, as we have all struggled with a COVID-19 service model. More than ever, despite the fact that we haven't been traveling, our reach has extended "far beyond the four walls of the building."

To the Wolfner team, led by Division Director Leslie Bowman: thank you for never taking a day off to provide some form of service to the 10,000+ users of our services. In countless instances, the reader advisors were the calm, consistent voice on the other end of the phone for a segment of

our population that struggled with isolationism even before the pandemic. Leslie and members of the circulation team were back in the building before almost everyone else because they knew that getting materials to patrons was critical. As soon as feasible, the recording studio opened back up and over 70 books were recorded last year! Leslie, Lori, Randy and Verhonda, thank you for leading your teams to make sure that our patrons (and volunteers) felt "Welcome to THEIR Library", beyond our four walls and into the ears and hands of our patrons!

To the Reference Services team, led by Division Director Laura Kromer: thank you for finding creative ways to serve State of Missouri employees where they were the past 12 months. You found ways to get resources to employee's inboxes and home offices. You answered reference questions via chat, kept up with the posting of Governor Parson's executive orders and continued to add state documents to the collection. You built one of the best online resource guides for library directors in the country. You added hundreds of new library cardholders in a short amount of time and you made all of our cardholders feel "Welcome to THEIR Library."

To the Library Development team, led by Division Director Debbie Musselman: thank you for not only developing, promoting, reviewing →

and awarding hundreds of grants, but also responding (quickly, I might add) to the needs of Missouri's libraries by developing or working with partners to deliver some of the best webinars we've ever had. You managed CARES funds, worked with Department of Economic Development and continued to do all of this and keep up with your regular intensive workload. Now we turn to ARPA funding and you are helping develop creative and impactful plans for these funds. Most of you reading this know

the Library Development team of Debbie, Cory, Janet, Kayla, Kelley, Lysha, Matt, Merideth and Terry because they have made a point of personizing a "Welcome to YOUR library" mentality.

So now that I think about it, this year's National Library Week theme — "Welcome to Your Library" — isn't as bad as I initially thought it was. From all of us at the Missouri State Library, Welcome to Your library!

Missouri State Library News

American Rescue Plan Act (ARPA) Funds

The Missouri State Library has been allocated \$3,340,336.00 to be used by Sept. 30, 2022, for the following purposes and priorities in response to the pandemic:

1. To enable libraries to reach residents with internet hotspots, accessible Wi-Fi and other digital inclusion efforts, particularly in support of education, health and workforce development needs. The following types of data, among others, can inform efforts to reach underserved populations:
 - Poverty/Supplemental Nutrition Assistance Program (SNAP)
 - Unemployment
 - Broadband availability;
2. To provide rapid emergency relief to libraries across the country, allowing them to safely respond to the pandemic and implement public health protocols;
3. To support library services that meet the needs of communities throughout the U.S., including costs such as personnel, technology, training, materials, supplies, equipment and associated indirect costs; and
4. With respect to (a), (b) or (c), reach tribal and museum partners best positioned to assist with pandemic response efforts, in addition to traditionally-eligible library entities, where appropriate.

The Missouri State Library is currently developing plans on how to use these funds and are in conversation with public library directors from across Missouri. These are one-time funds, so they will likely support statewide pilot projects or grants for public libraries to use on start-up projects that can be sustained locally, or one-time projects in response to the pandemic that can be completed by September 2022.

Missouri Digital Equity Website Announced

MOREnet and the Missouri State Library are pleased to announce the development of a [Missouri Digital Equity Resource Tool](#). This site provides access to resources about technology, including how to be safe and secure with it, understanding how to evaluate information found online, and training resources for staff to support patron programming. It includes resources that

are publicly available on the internet, tutorials MOREnet training staff created in-house and applicable statewide online resources available to MOREnet member schools and public libraries. If you have a resource or suggestion that we should include to help this audience learn to be successful and safe online, please send it to info@more.net.



Input Requested for Future CSLP Theme and Slogan

It is time again to provide input to the Collaborative Summer Library Program (CSLP) for a future theme and slogan. The 2024 theme will be "adventure". Suggestions are needed for the 2024 slogan. It is also time to choose the theme

for 2025. A [survey](#) is available to share your ideas. The survey will be open from April 1 through April 14. The top five suggestions for each will be submitted to CSLP.

Financial Literacy Resources from the St. Louis Federal Reserve Bank

April is Financial Literacy Month and what better place to find resources than from the money experts. Resources are available for elementary school, middle school and high school on the [Econ Ed page](#). You can narrow those results by language, subject, resource type and concept. Lessons for young learners can be found on the [Kiddynomics](#) page of the website. Many of the units are based on books and literature.

[Bunny Money](#) by Rosemary Wells would be perfect for April. Eva Johnston, senior economic education specialist, provided the program for the March Children and Teens Services Forum, where she shared many resources from the Federal Reserve Bank. Check out the [webinar](#) recording for even more financial literacy resources for your programs. The [chat](#) includes links to the resources discussed.

Missouri State Library Bicentennial Read Across Missouri

A celebration of Missouri's Bicentennial and 200 years of Missouri's literary history. In honor of the 200 anniversary of Missouri's statehood, the Missouri State Library has created an interactive reading challenge that allows participants the chance to read literary treasures this state has to offer.

The challenge is broken up into six geographic regions:

- Northwest
- Northeast
- Kansas City area
- Central
- St. Louis area
- Southwest

Readers are encouraged to read a book that either takes place in said region, or the book's author was originally from that region. Once they

have completed that section they can receive a "passport stamp". The end goal is to read a book from every region of the state. The challenge is offered both interactively through the platform Beanstack or a paper passport is available to be printed off and used.

With our online version of this challenge, readers can track their process, participate in the selfie challenge, find information on other Bicentennial Events, vote in their favorite "Missouri Icon" poll and try their hand at the Missouri Digital Heritage Scavenger Hunt. The activities help promote the rich literary resources that Missouri has to offer, while celebrating Missouri's fascinating 200-year history. To create a free account in Beanstack please go to: <https://wolfpac.beanstack.org/>

New Additions to the Public Library Directors LibGuide

Several resource boxes have been added to the [Missouri Public Library Directors Helpful Resources LibGuide](#). Check out:

- [Disaster Preparedness and Response](#): Includes tools to help libraries respond to community, library and collection crises
- [Business and Workforce Recovery Support](#): Resources for job searches, reskilling the workforce & addressing small business needs
- [Technology](#): Subtopics include Digital Inclusion, Hotspot Lending and E-rate Guidance

Webinar Presentation Skills 101 Webinar, April 13, 10 to 11 a.m.

There is an ever-increasing need to connect with patrons virtually and webinars are the perfect solution! This session will examine the best tools and practices of webinar presentations to help you provide a satisfying experience for your

patrons. The presenter is Julie Cox, the Missouri State Library's outreach and training librarian. Registration is required and can be completed at [Webinar Presentation Skills](#).

What They Didn't Teach in Library School: The Cycle of True Marketing, April 27, 10 to 11 a.m.

Have you been tasked with marketing library events or services without ever having a course that taught you how? If so, you're an "accidental marketer," and you're not alone! This webinar will give you a solid foundation in the tenets of library marketing, covering definitions, strategies, reasoning and the steps in the Cycle of True Marketing.

With a dash of humor, marketing maven Kathy Dempsey, author of *The Accidental Library Marketer*, will answer these burning questions:

- What's the difference between marketing, public relations, promotion and advocacy?

- Why didn't anyone come to the event that I worked so hard on?
- How can I get my message through when people are inundated with information and advertising?
- Why is library lingo evil?
- What mistakes am I making without realizing it?
- How can I make my marketing more effective?



Amigos Conference

The Amigos 2021 Member Conference, *What Will We Keep: Creating the Next Remix of Library Services*, will be held online, May 12, 10 a.m. to 3:30 p.m. In 2020, we saw libraries close, partially reopen and fully reopen, with some going through the cycle multiple times. Through it all, libraries adapted to the new operational and service landscape in unique and unprecedented ways. While some of these changes are not sustainable or ideal long term, many of these adaptations are proving to be beneficial solutions.

How will/should your library compose its new suite of services? Which services will be part of the new mix? Which new service delivery methods, unique programs, and systems will continue into the future? Amigos' 2021 Annual Member Conference will highlight libraries' new directions, services, and opportunities and what libraries expect to keep as our changed landscape continues to develop. Registration is available at [Amigos 2021 Member Conference](#).

MALAPro Upcoming Webinars

Copyright, Fair Use, and Librarianship with Josh Bolick, scholarly communication librarian, University of Kansas Libraries' Shulenburger Office of Scholarly Communication & Copyright on Wednesday, April 7, 2-3 p.m.

Copyright intersects with many aspects of library work, such that basic literacy in copyright can be extremely helpful for both internal processes as well as interactions with patrons. Fair use is a particularly important tool that is more common in our lives than we frequently recognize! In this one-hour session, Scholarly Communication

Librarian Josh Bolick from the University of Kansas will provide a brief introduction to copyright with a focus on fair use, and suggest resources and strategies that library staff can leverage to meet institutional and patron needs. For more information [click here](#).

Tackling Teen Programming 101 with Jennifer McCulley, youth services coordinator, McPherson (Ks.) Public Library on Wednesday, April 21, 2-3 p.m.

Libraries are constantly competing for their teen patron's time and attention. From extra school activities to even part-time jobs, librarians seemed to be overwhelmed with the task of planning teen programming. Join Jennifer McCulley for this one-hour presentation as we

dive into how to utilize the past and present for inspiration. Participants will learn valuable ideas and techniques that will have their teen audience buzzing about their library activities. For more information [click here](#).



Upcoming MALAPro Training

Readers' Advisory Webinar – May 12

Team Building Webinar – May 20

MOREnet Training

A Technical Training Summit will be hosted by MOREnet from May to August providing a hands-on, deep dive into six different topics. The summit will be in-person with physical distancing at the MOREnet training rooms from 10 a.m. to 3 p.m. Due to limited space be sure to register early at [Technical Training Summit](#). The dates and topics are:

- **June 9** – Securing your Windows Server 2019
- **June 30** – Securing the Workplace with Logging
- **July 14** – Fortinet for Libraries
- **August 4** – Building your Cybersecurity Awareness Program

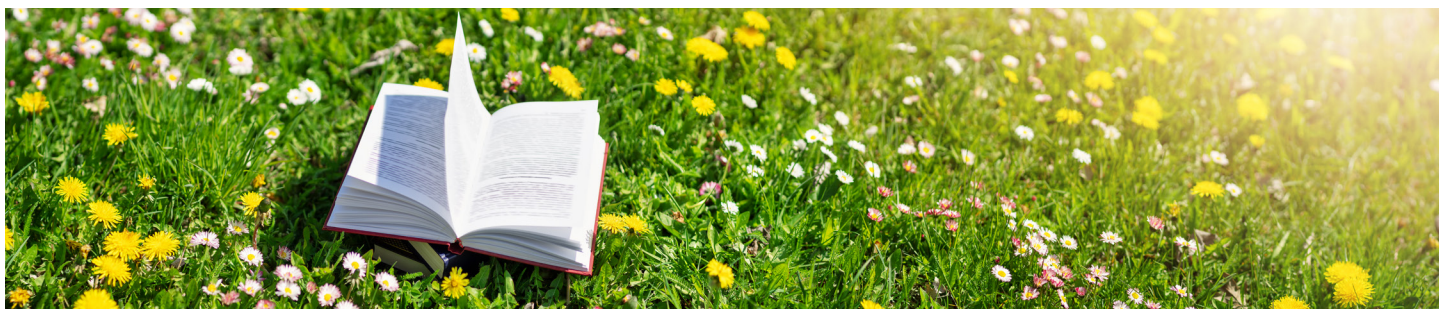
- **May 5** – Fortinet for K-12
- **May 26** – Aruba Wireless (morning session for novice users and afternoon session for experienced users)



Effective Library Boards

This four-part webinar series, led by Bonnie McKewon from the State Library of Iowa, will provide library directors and trustees of all types, sizes and budgets with information on library board basics, including roles and responsibilities, library policies, effective board meetings and the importance of telling your library's story. Registration is for the series and can be completed at [Effective Library Boards](#). Each session, open to library directors and board members, will last one hour and begin at 7 p.m. Topics and dates are:

- **Problem-Solving the Upstream Way on July 13.** Library boards are looked to for leadership and decision-making, they adopt policies and advocate for the library's budget. And often, boards are called upon to be problems solvers. This session will discuss how to turn "downstream problems" into "upstream solutions." Based on the book *Upstream: The Quest to Solve Problems Before They Happen* by Dan Heath (c2020)
- **Policies for Results: An Overview on Sept. 14.** Policy development is best →



approached as collaborative work between library boards and directors. This session will approach policy development by looking at constructing policies in four parts: the philosophy, the regulations, the procedures, and the guidelines. Hear which of these parts lie within library board authority and which parts are within the purview of library directors and staff. Based on the book *Creating Policies for Results: From Chaos to Clarity* by Sandra Nelson (c2003)

- **The Art of the Board Meeting on Nov. 9.** This session looks at proven approaches for conducting better meetings by streamlining procedures and paperwork. Ideas for “going green” come into play by flipping paper documents to electronic documents. From revamping agendas, to taking minutes, to ensuring that all voices are heard, come away with suggestions for more effective

meetings. Based on the book *The Art of Gathering: How We Meet and Why It Matters* by Priya Parker (c2018)

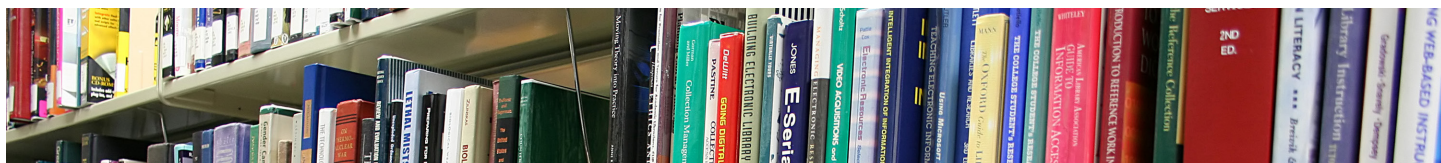
- **The Board's Role in Storytelling on Jan. 11, 2022.** This session suggests ways that trustees can relay more meaningful impact stories about how essential the library truly is in the community. Having some basic numbers at hand is a good start, having a ready elevator speech is a good next step. But telling stories about the difference that the public library makes in people's lives leads to the most memorable conversations with members of your community. Based on the book *Stories That Stick: How Stories Can Captivate Customers, Influence Audiences, and Transform Your Business* by Kindra Hall (c2019)

Basic Supervision Webinar Series

This four-part webinar series, presented by Tiffany Hentschel, will train library directors and others in library supervisory positions on legal responsibilities, people skills, performance assessments and coaching and mentoring, to improve knowledge and skills of staff involved in library administration and management. Each session will last one hour and begin at 10 a.m. Registration is required and can be completed at [Basic Supervision](#). Topics and dates are:

- **Human Resources 101 on Oct. 29 and Nov. 12.** These sessions look at fundamentals of employment law, applicability and practical application of the laws, and harassment and discrimination in the workplace.

- **Creating a Welcoming and Inclusive Workplace Culture on Nov. 19.** This session introduces key skills for supervision, pitfalls for leaders, selecting an effective workforce, and techniques for building trust and fostering teamwork.
- **Motivation and Performance Management on Dec. 10.** In this session, specific topics will include the importance of providing meaningful feedback, techniques for motivating yourself and others, identifying and managing conduct and performance issues, and tips for effective documentation.



Reference Services for YOU: Libraries in Spaaaaace!

There has been some buzz around NASA and space missions recently. In February, we witnessed the landing of NASA's latest Mars rover, [Perseverance](#). This robot is sending us the first ever [sound recordings from another planet](#), will test flight on Mars via helicopter drone and even collect rock samples to send back to Earth! NASA is planning other exciting projects in the near future, including moon landings, asteroid studies and the launch of the James Webb telescope in October.

If your patrons want to explore "the final frontier", consider these resources from NASA:

- [E-Books](#) – NASA offers dozens of free downloads for the public, covering popular science, NASA history, and space photography.
- [Podcasts](#) – NASA hosts over 15 podcasts for a variety of topics on space. You can also stream their public channels, [NASA TV](#) or [Third Rock Radio](#).
- [STEM Engagement](#) – Looking for program ideas? NASA offers resources and activities to promote learning and citizen science for all ages.

- [Black Marble](#) – Speaking of citizen science, NASA's Black Marble provides data and satellite imagery to anyone interested in researching our world at night.
- [STI Database](#) – NASA's Scientific and Technical Information Program provides public access to over a million documents on aerospace research and development.

Need help? If you or a patron have questions about government information or resources available through the State Library, please contact Reference Services by phone, email or chat. We are available Monday through Friday, 8 a.m. to 5 p.m., and are always happy to help!

Phone: (573) 751-3615

Email: libref@sos.mo.gov

Chat: visit mostate.libguides.com and click the "Ask Us" tab on the right



New Books From The Missouri State Library

[The Coretta Scott King Awards: 50th Anniversary
Bibliotherapy](#)

[Neal-Schuman Library Technology Companion](#)

[Blockchain](#)

[Anonymity](#)

[Design Thinking](#)

[The Data Wrangler's Handbook: Simple Tools for
Powerful Results](#)

[Transferring Information Literacy Practices](#)

[Learning to Lead: The Journey to Leading
Yourself, Leading Others, and Leading an
Organization](#)

[Information Law: Compliance for Librarians,
Information Professionals, and Knowledge
Managers](#)

We are pleased to offer direct borrowing from the Missouri State Library to Missouri public library directors and branch managers for continuing education and professional development. →

State Library cards are issued in the name of the library director or branch manager. Directors and branch managers are encouraged to borrow items for any of their library's staff with this card by placing a request in our [catalog](#).

To sign up for a card, visit our [guide for Missouri public library directors](#). The guide also features new books, government publications, and other helpful resources.

For assistance with placing requests, obtaining a card, replacing a card or for additional

information, please contact Reference Services by phone, email or chat. We are available Monday through Friday, 8 a.m. to 5 p.m., and are always happy to help!

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Around the State

Welcome New Directors!

Christi Vickers at Bernie Public Library

Mary Kay Lane at Canton Public Library

Lori Mangan at North Kansas City Public Library



Grant Opportunities

Bicentennial Program Grant

The Bicentennial Program Grant application deadline has been extended to Sept. 15, 2021! Aug. 10, 2021, marks the 200th anniversary of Missouri statehood. To celebrate this milestone, the Bicentennial Program Grant is being offered to Missouri public libraries certified to receive State Aid, Missouri school libraries that are publicly supported and publicly controlled,

and Missouri academic libraries, either publicly supported or private to bring an educational presentation to their community. Collaboration between local academic, school and public libraries will be given high priority. Questions? Contact Matt Butler, Digitization Consultant, at matt.butler@sos.mo.gov or (573) 522-1477.

[Author Visit Grant](#) • **DEADLINE: Ongoing**

This grant is specifically designed for school or public libraries to bring an author to their community. Virtual events are also applicable. Grants range from \$500 up to \$5,000. All travel for the author must be included as part of a flat rate fee for the author. Other additional costs allowable: publicity and promotional items, up to \$500 towards library materials for collection development related to the project, additional

staff hours, and transportation for youth from school or licensed child care. These grants are supported by IMLS under the provision of the Library Services and Technology Act as administered by the Missouri State Library. Questions? Contact Lysha Thompson, Youth Services Consultant, at (573) 522-9564 or lysha.thompson@sos.mo.gov.

Show Me Steps to Continuing Education: Individual Training Events • DEADLINE: Ongoing

Interested in attending a professional development opportunity, but need additional funds? Show Me Steps to Continuing Education grants provide reimbursement for up to 75% of the costs of an eligible, non-credit continuing education event. These grants are supported by

IMLS under the provision of the Library Services and Technology Act as administered by the Missouri State Library. If you have questions about Show Me Steps grant opportunities, please contact Merideth Johnson at (573) 751-1822 or merideth.johnson@sos.mo.gov.

Show Me Steps to Continuing Education: Group Training Events • DEADLINE: Ongoing

Do you want to bring an expert to your library for training? This is a competitive grant program that provides funds for a host library or library consortium to plan and provide group training(s) on current, relevant, unique and/or in-demand topics at a local, regional or statewide level. Grants range from \$500 up to \$8,000. Virtual events are

also applicable. These grants are supported by IMLS under the provision of the Library Services and Technology Act as administered by the Missouri State Library. If you have questions about this Show Me Steps grant opportunity, please contact Merideth Johnson at (573) 751-1822 or merideth.johnson@sos.mo.gov.